

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

IJR
CM



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Open J-Gate, India [link of the same is duly available at Infibnet of University Grants Commission (U.G.C.)]

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 3480 Cities in 174 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	CUSTOMER SATISFACTION TOWARDS KINGFISHER BEER IN PULICHERLA MANDAL <i>DR. DUGGANI YUVARAJU, DR. DUGGANI SUBRAMANYAM & DR. S. DURGA RAO</i>	1
2.	AN IMPROVED CONSTRUCTION TECHNOLOGY AND MANAGEMENT (CTM) SYSTEM <i>RAKESH GUPTA, SUBHASH K. GUPTA, RAMESH KUMAR BATRA & ASHUTOSH TRIVEDI</i>	5
3.	USAGE PATTERNS OF COSMETIC (FASHIONABLE) HERBAL PERSONAL CARE PRODUCTS (HPCP): A MICRO LEVEL FIELD STUDY IN MYSORE AND BANGALORE <i>GITY SAKI & B. SHIVARAJ</i>	11
4.	PROFITABILITY PERFORMANCE OF NAGARJUNA FERTILIZERS AND CHEMICALS LIMITED: A CASE STUDY <i>S. SHOBHA & DR. P. MOHAN REDDY</i>	14
5.	IMPEDIMENTS FOR THE DEVELOPMENT OF AGRICULTURAL COOPERATIVES IN TOKE KUTAYE WOREDA/DISTRICT/, WEST SHEWA ZONE, OROMIYA REGION, ETHIOPIA <i>ASSEFA GEBRE HABTE WOLD</i>	18
6.	WORKPLACE FRIENDSHIP: IT'S COMPLICATED <i>DR. MEGHA SHARMA</i>	29
7.	LIGHT ENGINEERING UNITS IN NORTH MALABAR, KERALA, AND EMPLOYMENT GENERATION <i>DR. PREMAVALLI P.V</i>	31
8.	PUBLIC Vs. PRIVATE INSURANCE PLAYERS IN INDIA <i>K. PRASAD & V. SRAVANTHI</i>	37
9.	IMPACT OF OPTION INTEREST AND PUT- CALL RATIO INFORMATION IN DERIVATIVES MARKET: AN EMPIRICAL STUDY OF OPTION AND FUTURE MARKET, NSE (NATIONAL STOCK EXCHANGE OF INDIA) <i>SWATI MEHTA & NILESH PATEL</i>	40
10.	FINANCIAL HEALTH OF HOUSING FINANCE INSTITUTIONS IN INDIA: AN EMPIRICAL EVALUATION <i>DR. S. THENMOZHI & DR. N. DEEPA</i>	45
11.	ROLE OF SCB's IN REACHING THE UNREACHED THROUGH FINANCIAL INCLUSION: AN INDIAN OVERVIEW <i>PRAVEEN A. KORBU</i>	49
12.	INFLATION MANAGEMENT IS THE KEY TO DEFLATE INFLATION PRESSURE <i>DR. ACHUT P. PEDNEKAR</i>	53
13.	RETRENCHMENT AND STRIKES IN SICK UNIT: A CASE STUDY ON LML <i>GURPREET KAUR SAINI</i>	57
14.	PERFORMANCE APPRAISAL SYSTEM IN A GARMENT MANUFACTURING ENTERPRISE, TIRUPUR <i>K. MANIKANDAN, R. VIJAYA RAJYA SYNTHIA & S.R. DHIVYA LAKSHMI</i>	64
15.	THEORETICAL AUDIT FRAME WORK FOR MEASURING BRAND LOYALTY IN DAIRY INDUSTRY <i>N.GEETHA & DR. R. SUBRAMANIYA BHARATHY</i>	67
16.	EFFECTIVENESS OF TRAINING & DEVELOPMENT PROGRAM IN PHARMACEUTICAL SECTOR WITH A CASE STUDY ON DIFFERENT INDUSTRIES <i>SHIKHA BATRA, DR. AMBIKA BHATIA & ANKITA GAUTAM</i>	73
17.	SELFISH NODE HANDLING IN THE CONTEXT OF REPLICA ALLOCATION IN MANET'S <i>K.NAVATHA, N.SRAVANTHI, L.SUNITHA & E. VENKATA RAMANA</i>	80
18.	TECHNICAL EFFICIENCY IN TEFF PRODUCTION BY SMALL SCALE FARMERS IN TIGRAY (CASE OF RAYA ALAMATA WEREDA) <i>TEFERA KEBEDE, GEBEREMESKEL BERHANE & MENASBO GEBRU</i>	85
19.	IMPORTANCE OF BRANDING FOR SOCIAL ENTERPRISES <i>SHIVANI VAID & SWATI GUPTA</i>	98
20.	BITCOIN: AN OVER VIEW IN INDIAN CONTEXT <i>PRIYANKA MEHTANI</i>	101
	REQUEST FOR FEEDBACK & DISCLAIMER	103

CHIEF PATRON**PROF. K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur

(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)

Chancellor, K. R. Mangalam University, Gurgaon

Chancellor, Lingaya's University, Faridabad

Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi

Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON**LATE SH. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana

Former Vice-President, Dadri Education Society, Charkhi Dadri

Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR**DR. SAMBHAV GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS**DR. PRIYA RANJAN TRIVEDI**

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**PROF. R. K. SHARMA**

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

EDITORIAL ADVISORY BOARD**DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

PROF. H. R. SHARMA

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

PROF. R. K. CHOUDHARY

Director, Asia Pacific Institute of Information Technology, Panipat

DR. ASHWANI KUSH

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

DR. VIJAYPAL SINGH DHAKA

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHINDER CHAND

Associate Professor, Kurukshetra University, Kurukshetra

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N. Government College, Faridabad

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

ASSOCIATE EDITORS**PROF. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

ASHISH CHOPRA

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

TECHNICAL ADVISOR**AMITA**

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT**SURENDER KUMAR POONIA**

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR
IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled '_____ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:

Affiliation with full address, contact numbers & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers**, and **email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

REFERENCES

APPENDIX/ANNEXURE

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

FINANCIAL HEALTH OF HOUSING FINANCE INSTITUTIONS IN INDIA: AN EMPIRICAL EVALUATION**DR. S. THENMOZHI****ASST. PROFESSOR****DEPARTMENT OF COMMERCE (CA)****VELLALAR COLLEGE FOR WOMEN (AUTONOMOUS)****THINDAL****DR. N. DEEPA****ASST. PROFESSOR****PG & RESEARCH DEPARTMENT OF COMMERCE****SRI VASAVI COLLEGE****ERODE****ABSTRACT**

Housing Finance Companies (HFCs) represent one of the major institutional groups in the formal system for housing finance in India. This study has tried to analyze the financial health of selected Housing Finance Institutions. The analysis of performance of Housing Finance Companies is made using some widely used indicators of measuring performances of finance companies, namely financial ratios. To study and examine the financial health of selected Housing finance companies Z score analysis has been used. From the analysis it can be concluded that the efficiency in management of working capital helps the sample Housing Finance Companies to maintain the good financial health and all the select Housing Finance Institutions were also in the too healthy zone during the period of study.

KEYWORDS

HFCs, Discriminant Function, Housing Finance, financial ratios, MDA.

INTRODUCTION

The changing economic environment will impose new demands on the specialized innovative measures for mobilizing resources in the competitive market as the resources from the allocated pool are being gradually phased out. Housing Finance Institutions today depend substantially on resources from the banking system, without making any major effort to diversify and broad-base the spectrum of resources raised. In this process, the financial structure of these institutions tends to get further skewed, with a dependence on wholesale resources for lending to a retail customer base. In the ultimate analysis, these institutions need to base their resources and focus on two principal markets viz. the household savings sector through the operation of innovative saving programmes including those linked to credit for housing and the capital markets, in order to raise high volume of resources through a combination of cost effective debt and equity instruments. Further, housing finance in India is at a nascent stage and the teething problems have to be sorted out to make investment in this sector more attractive. In addition to that, Indian finance and banking industry did suffer significantly during past two years; it was relatively sheltered from the triggers of global melt down, suffering instead due to monies from Foreign Institutional Investments drying up, falling interest rates rapidly raising inflations and poor investor confidence. Given the magnitude and importance of this industry it is not surprising that this Housing Finance Institutions has garnered much attention from researchers. Hence, the present study makes notable contribution to the existing literature on Indian housing finance institutions.

STATEMENT OF THE PROBLEM

The success of any business is largely depends on its effective financial management practices which starts with procurement of funds and ends with effective utilization of funds. Therefore continuous financial analysis of financial position and results is required to take corrective measures to meet the short-term and long-term requirements adequately. Financial statements are the sources for financial information, based on which the financial planning and decision making is done. The profit and loss account provides data about the operating activities where as balance sheet provides the value of acquired assets and liabilities of the business at a particular point of time. The absolute figures reported in the financial statements do not serve the purpose of measuring the financial health of the companies. Hence, the financial analyst has to analyze the financial data in order to ascertain the strengths and weaknesses of the companies. Despite the financial analyst had many analytical tools, ratio analysis is most powerful toll to ascertain the financial health of the companies. Alone a single ratio does not serve the purpose. Therefore, it is necessary to combine the different ratios into a single measure of the provability of sickness or failure. Multiple discriminant analysis is useful tool in such situations. "The use of MDA helps to consolidate the effect of all ratios". The present study is concerned with the analysis of financial health of eight selected Housing Finance Institutions using MDA.

OBJECTIVE OF THE STUDY

To examine the financial health and viability of the selected Housing Finance Institutions.

RESEARCH METHODOLOGY

The present study is concerned with the analysis of financial health of the selected eight Housing Finance Institutions were found accepting deposits from the public and having continuous and uniform data throughout the period of ten years from 1999-2000 to 2008-2009. The entire study is based on secondary data. The data has been collected from websites of the companies.

MEASUREMENT OF FINANCIAL HEALTH**APPLICATION OF Z SCORE ANALYSIS**

"Z" score analysis has been established by Edward I. Altman (1968) to evaluate the general trend in the financial health of an enterprise over a period. Many of the individual accounting ratios used frequently to predict the financial performance of an enterprise may only provide warnings when it is too late to take a corrective action. Further single ratio does not convey much of the sense. There is no internationally accepted standard for financial ratios against which the results can be compared. Therefore, Edwin I Altman combined a number of accounting ratios (liquidity, leverage, activity and profitability) to form an index of the probability, which was an effective indicator of corporate performance in predicting bankruptcy. Altman established the following guidelines to be used to classify firms as either financially sound or bankrupt.

GUIDELINES

Situation	Z – Scores	Zones
I	Below 1.8	Bankruptcy Zone – Certain to fall
II	1.8-3	Healthy Zone – Uncertain to Predict
III	3 and Above	Too Healthy Zone – Not to Fall

1. “Z” score of below 1.8, the unit is considered to be in bankruptcy zone. Its failure is certain and extremely likely and would occur probably within a period of two years.
2. “Z” score between 1.8, and 3, the firms’ financial viability is considered to be healthy. The failure in this situation is uncertain to predict.
3. “Z” score above 3, the unit is in too healthy zone. Its financial health is very viable and not to fall.

VARIABLE DEFINITION

The variables (financial ratios) required for calculating Altman’s Z Score are used to test the solvency position of the company. Solvency is the ability to meet long-term obligations and accomplish long-term expansion and growth. These ratios are also used to detect signs of looming bankruptcy. The following five ratios have been computed in this respect:

1. RATIO OF WORKING CAPITAL TO TOTAL ASSET (X_1)

The ratio of working capital to total assets is considered to be a reasonable predictor of deepening trouble for a company. A company which experiences repeated operating losses generally suffers a reduction in the working capital relative to its total assets. Table No.1 reveals the position of the Select HFIs in terms of Ratio of Working Capital to Total Asset.

TABLE NO. 1: RATIO OF WORKING CAPITAL TO TOTAL ASSET (Ratio in times)

Year	HDFC	DHFL	DEWAN	GRUH	CANFIN	LIC	HUDCO	GIC
1999-2000	0.07	0.09	0.08	0.05	0.07	0.03	0.99	0.06
2000-2001	0.10	0.08	0.07	0.10	0.06	0.04	0.98	0.04
2001-2002	0.07	0.04	0.06	0.06	0.05	0.07	0.98	0.06
2002-2003	0.04	0.05	0.08	0.08	0.08	0.06	0.98	0.05
2003-2004	0.39	0.10	0.02	0.05	0.03	0.02	0.93	0.04
2004-2005	0.02	0.06	0.03	0.04	0.02	0.01	0.06	0.03
2005-2006	0.03	0.01	0.04	0.04	0.02	0.01	0.07	0.02
2006-2007	0.04	0.02	0.04	0.06	0.02	0.01	0.05	0.01
2007-2008	0.03	0.06	0.04	0.04	0.01	0.00	0.04	0.03
2008-2009	0.01	0.06	0.03	0.04	0.01	0.03	0.00	0.01
2009-2010	0.06	0.05	0.06	0.06	0.04	0.06	0.10	0.05
2010-2011	0.20	0.11	0.02	0.08	0.07	0.08	0.06	0.02
2011-2012	0.11	0.08	0.05	0.06	0.06	0.08	0.06	0.04
Mean	0.09	0.06	0.05	0.06	0.04	0.04	0.41	0.04

Source: Annual Reports- Results Computed

It may be seen from the above table that the ratio of almost all the sample institutions were fluctuating during the study period. It was due to the fact that the working capitals of these institutions are decreasing and the total assets are increasing year by year. It shows the company had more concentration on the investments in fixed assets. The efficiency of the sample companies in the matter of management of working capital helps them to maintain the good financial health. But the working capital management of these institutions was satisfactory and not effective and sound especially in HUDCO the ratio was high showing higher investments in working capital.

2. RATIO OF RETAINED EARNINGS TO TOTAL ASSETS (X_2)

The Ratio of Retained Earnings to Total Assets provides information on the extent to which a company has been able to reinvest its earnings in itself. An older company must have time to accumulate earnings, so this measurement tends to create a positive bias towards older companies. Ratio of Retained Earnings / Total Assets of the sample companies were calculated and presented in Table No.2.

Table No.2: RATIO OF RETAINED EARNINGS TO TOTAL ASSETS (Ratio in times)

Year	HDFC	DHFL	DEWAN	GRUH	CANFIN	LIC	HUDCO	GIC
1999-2000	0.03	0.02	0.02	0.03	0.02	0.03	0.01	0.01
2000-2001	0.03	0.02	0.02	0.01	0.03	0.02	0.01	0.01
2001-2002	0.03	0.01	0.03	0.01	0.02	0.02	0.01	0.01
2002-2003	0.03	0.01	0.02	0.01	0.02	0.02	0.01	0.00
2003-2004	0.02	0.02	0.02	0.02	0.02	0.03	0.01	0.01
2004-2005	0.03	0.02	0.01	0.02	0.03	0.03	0.01	0.01
2005-2006	0.03	0.03	0.02	0.03	0.03	0.01	0.02	0.01
2006-2007	0.02	0.02	0.02	0.02	0.03	0.01	0.01	0.02
2007-2008	0.02	0.02	0.01	0.02	0.02	0.02	0.01	0.02
2008-2009	0.03	0.02	0.02	0.02	0.03	0.02	0.02	0.02
2009-2010	0.06	0.05	0.04	0.04	0.06	0.04	0.04	0.04
2010-2011	0.08	0.04	0.07	0.01	0.04	0.03	0.01	0.06
2011-2012	0.04	0.01	0.03	0.05	0.03	0.06	0.06	0.03
Mean	0.03	0.02	0.03	0.02	0.03	0.03	0.02	0.02

Source: Annual Reports- Results Computed

Conventionally, retained earnings to total assets ratio near 1:1 (100%) indicates that growth has been financed through profits, not increased debt. The analysis as per Table No.2 shows that the ratio was very less in all the sample Housing Finance Institutions which reflects that these institutions were not financing the capital expenditure through retained earnings. If the companies maintain the same, the sustainable growth of this company cannot be assured.

3. RATIO OF EARNING BEFORE INTEREST AND TAX (EBIT) TO TOTAL ASSETS (X_3)

This ratio adjusts a company’s earnings for varying factors of income tax and makes adjustments for leveraging due to borrowings. These adjustments allow more effective measurements of the company’s utilization of its assets. This ratio has been calculated for all the sample companies and shown in Table No.3.

TABLE NO. 3: RATIO OF EARNINGS BEFORE INTEREST AND TAXES TO TOTAL ASSETS (Ratio in times)

Year	HDFC	DHFL	DEWAN	GRUH	CANFIN	LIC	HUDCO	GIC
1999-2000	0.14	0.14	0.14	0.12	0.14	0.14	0.10	0.11
2000-2001	0.13	0.13	0.14	0.12	0.13	0.13	0.10	0.12
2001-2002	0.12	0.12	0.13	0.13	0.13	0.12	0.11	0.11
2002-2003	0.11	0.12	0.12	0.13	0.12	0.12	0.10	0.10
2003-2004	0.12	0.13	0.11	0.11	0.12	0.12	0.09	0.09
2004-2005	0.09	0.12	0.10	0.11	0.10	0.13	0.10	0.07
2005-2006	0.08	0.10	0.08	0.08	0.12	0.12	0.10	0.09
2006-2007	0.08	0.09	0.08	0.09	0.13	0.12	0.10	0.08
2007-2008	0.09	0.09	0.08	0.09	0.13	0.14	0.12	0.10
2008-2009	0.11	0.10	0.11	0.10	0.14	0.14	0.12	0.12
2009-2010	0.53	0.29	0.40	0.36	0.57	0.56	0.36	0.30
2010-2011	0.30	0.36	0.29	0.40	0.46	0.50	0.29	0.36
2011-2012	0.37	0.47	0.37	0.30	0.53	0.39	0.40	0.40
Mean	0.17	0.17	0.16	0.15	0.22	0.21	0.16	0.15

Source: Annual Reports- Results Computed

The operational performance and earning power could be assessed through this ratio of EBIT to Total assets which lead the business success or failure. Table No. 3 discloses that the ratio is fluctuating with decreasing trend for the first half of the study period in case of all the HFIs selected for the study which leads the mean ratio of these companies ranges between 10 and 14 per cent. The position was comparatively better in case of CANFIN and LIC. Hence, it is suggested to the sample companies that they should concentrate on improving their operating performance.

4. RATIO OF MARKET VALUE OF EQUITY TO BOOK VALUE OF DEBT (X_4)

It is the measure of the long-term solvency of a company. It is the reciprocal of the familiar debt-equity ratio. Equity is measured by the combined market value of all shares, while debt includes both current and long term liabilities. This ratio is used to ascertain the soundness of the long-term financial policies. The following table clearly presents the Ratio of Market Value of Equity to Book Value of Debt.

TABLE NO.4: RATIO OF MARKET VALUE OF EQUITY TO BOOK VALUE OF DEBT (Ratio in times)

Year	HDFC	DHFL	DEWAN	GRUH	CANFIN	LIC	HUDCO	GIC
1999-2000	4.98	8.19	6.00	12.40	7.90	7.22	9.18	6.51
2000-2001	6.20	8.21	5.86	9.23	7.95	7.44	7.71	6.68
2001-2002	6.52	8.18	5.48	7.28	8.06	8.23	7.58	7.18
2002-2003	6.94	6.90	6.45	7.31	8.57	8.40	7.24	7.96
2003-2004	7.64	5.44	7.45	9.38	7.57	8.60	7.39	9.05
2004-2005	8.45	3.65	8.48	9.03	7.50	9.55	6.84	10.91
2005-2006	9.4	3.02	8.26	10.99	7.96	9.24	6.22	11.91
2006-2007	10.46	4.31	8.46	12.43	9.23	10.24	5.92	10.76
2007-2008	10.30	5.47	8.86	7.95	8.86	10.58	5.21	6.14
2008-2009	5.79	6.48	8.92	9.32	7.71	11.11	4.51	6.68
2009-2010	4.74	3.37	5.08	7.31	5.41	6.06	3.99	4.56
2010-2011	4.15	2.82	4.78	7.03	4.81	7.12	4.57	5.21
2011-2012	5.33	4.17	5.48	8.07	6.03	6.48	3.79	5.80
Mean	6.99	5.40	6.88	9.05	7.50	8.48	6.16	7.64

Source: Annual Reports- Results Computed

From the Table No. 4, it is observed that the equity portion, on an average, of all the select Housing Finance Institutions were high in comparison to debt portion in the capital structure during the study period. It is evident that the mean ratios ranges between 5.99 times in case of DHFL and 9.53 times in the case of GRUH. It shows that the interest of the shareholders has been high due to the better financial position of the institutions and also it provides a margin of safety to its creditors in times of bankruptcy.

5. RATIO OF TOTAL INCOME TO TOTAL ASSETS (X_5)

This ratio is a standard financial measure for illustrating the income generating capacity of the assets in the financial institutions and also a measure of management's capacity to deal with competitive conditions. Table No.5 presents this ratio for the study period.

TABLE NO. 5: RATIO OF TOTAL INCOME TO TOTAL ASSETS (Ratio in times)

Year	HDFC	DHFL	DEWAN	GRUH	CANFIN	LIC	HUDCO	GIC
1999-2000	0.15	0.15	0.16	0.15	0.13	0.14	0.10	0.13
2000-2001	0.13	0.15	0.15	0.14	0.14	0.14	0.11	0.14
2001-2002	0.14	0.14	0.15	0.16	0.14	0.13	0.12	0.14
2002-2003	0.12	0.14	0.13	0.15	0.13	0.13	0.11	0.12
2003-2004	0.12	0.15	0.13	0.14	0.13	0.13	0.12	0.11
2004-2005	0.10	0.15	0.12	0.13	0.14	0.10	0.11	0.13
2005-2006	0.08	0.12	0.09	0.10	0.13	0.16	0.11	0.13
2006-2007	0.08	0.10	0.08	0.09	0.12	0.16	0.09	0.12
2007-2008	0.09	0.09	0.09	0.10	0.14	0.15	0.11	0.14
2008-2009	0.11	0.10	0.12	0.10	0.14	0.17	0.12	0.14
2009-2010	0.12	0.13	0.17	0.12	0.15	0.16	0.09	0.15
2010-2011	0.10	0.15	0.15	0.14	0.13	0.13	0.12	0.12
2011-2012	0.17	0.09	0.13	0.11	0.14	0.17	0.11	0.13
Mean	0.12	0.13	0.13	0.12	0.14	0.14	0.11	0.13

Source: Annual Reports- Results Computed

It is observed from Table No.5 that the total income to total assets ratio of HDFC, DHFL, DEWAN and GRUH were decreasing every year excepting few. It shows that these companies are having capacity to increase their total income over periods but not to the desired level. When the income generating capacity of the

assets of the select HFIs are concerned, the average ratio is fluctuating between 11% and 14% during the period under study. The ratio of CANFIN and LIC fluctuates but with increasing trend during the period of study.

Z SCORE ANALYSIS

The data collected were first analysed with the help of five accounting ratios. These different ratios are combined into a single measure-Z Score Analysis with the help of MDA. The formula used to evaluate the "Z"score analysis as established by Altman is as follows.

$$Z = 0.012X_1 + 0.014X_2 + 0.033X_3 + 0.006X_4 + 0.999X_5$$

Where;

X_1 = Working Capital to Total Assets

X_2 = Retained Earnings to Total Assets

X_3 = EBIT to Total Assets

X_4 = Equity to Total Assets

X_5 = Sales to Total Assets

Based on *Multiple Discriminate Analyses (MDA)*, the model predicts a company's financial health based on a discriminant function of the form." Z" is the overall index and the variables X_1 to X_5 are computed with the relevant data for the study period.

TABLE NO.6: Z SCORE VALUES

Year	HDFC	DHFL	DEWAN	GRUH	CANFIN	LIC	HUDCO	GIC
1999-2000	3.93	5.99	4.59	8.55	5.79	5.30	7.51	4.75
2000-2001	4.69	5.96	4.48	6.58	5.76	5.41	6.57	4.88
2001-2002	4.86	5.84	3.29	5.79	5.82	5.91	6.53	5.19
2002-2003	5.06	5.03	4.78	5.37	6.14	6.01	6.27	5.61
2003-2004	5.46	4.21	5.32	6.60	5.44	6.05	6.28	6.26
2004-2005	5.87	2.99	5.19	6.35	5.29	6.52	4.91	7.36
2005-2006	6.47	2.44	5.72	7.48	5.49	6.24	4.54	7.94
2006-2007	7.12	3.18	5.85	8.41	6.26	6.88	4.22	7.28
2007-2008	7.07	3.96	6.09	5.53	6.10	7.16	3.81	4.39
2008-2009	4.24	4.65	6.26	6.49	5.43	7.50	3.37	4.76
2009-2010	5.51	3.89	5.75	7.89	6.23	6.88	4.58	5.10
2010-2011	4.84	3.48	5.31	7.66	5.51	7.82	5.07	5.77
2011-2012	6.02	4.82	6.06	8.59	6.79	7.18	4.42	6.40
Mean	5.47	4.34	5.28	7.02	5.85	6.52	5.23	5.82

Source: Annual Reports- Results Computed

For determining the financial health of this company, this study used Z score model, which provides the financial soundness of the institutions. Table No.6 shows the Z score values of the housing finance companies taken for the study. All the select housing finance Institutions have recorded between 4.42 in case of DHFL and 8.20 in case of DEWAN which is more than 3. It is the indication of viable financial health of the sample Housing Finance Companies. Thus, as per the Altman's guidelines, financial position of all these institutions was in the too healthy zone during the study period.

CONCLUSION

An attempt has been made in the present study to have an assessment over the financial health of Select Housing Finance Institutions in India. To evaluate the financial conditions and performance of these institutions, this study uses Z score model which captures the predictive viability of a company's financial health. The model employed a combination of financial ratios that ultimately predicts a score, which can be used to determine the financial health of a company. It is found from the analysis of data that the selected HFCs were having less investment in working capital except HUDCO. **The institutions have adequate MOS to their creditors** and their income generating capacity is also satisfactory. The results obtained through Altman's Z score analysis revealed that all the select Housing Finance Institutions were in the too healthy zone during the period of study, which implies that the financial health of these institutions is good and commendable.

REFERENCES

1. Bagechi S K (2004), "Accounting Ratios For Risk Evaluation", The Management Accountant, July, Vol.39, No.7, pp571-573.
2. Kannadhasan.M, "Measuring Financial Health of a Public Limited Company using Z Score Model – A Case Study", <http://ssrn.com/abstract=1820303>.
3. Krishna Chaitanya V (2005), "Measuring Financial Distress of IDBI Using Altman Z –Score Model", The ICFAI Journal of Bank Management, August, Vol.IV , No.3 , pp7-17.
4. Mansur.A Mulla, (2002)," Use of Z score analysis for Evaluation of financial health of Textile Mills-A case Study", Abhigyan, Jan-March, Vol.XIX, No.4, pp37-41.
5. Selvam, M., Vanitha, S., & Babu (2004), "A study on financial health of cement industry-"Z score analysis", The Management Accountant, July, Vol.39, No.7, pp591-593.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, nor its publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal is exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

